ABSTRACT AMENDMENTS

Replace the Abstract with:

ABSTRACT OF THE DISCLOSURE

In an Internet banner advertisement, a banner advertisement only selected by the user is extracted and displayed so that convenience for the advertisement sender side and convenience of a user's information ~~collecting means~~ collection are provided simultaneously. ~~Advertisement~~ An advertisement delivery server ~~1~~ transmits advertising area display information ~~for~~ allowing a client terminal ~~4~~ to display banner advertisements in ~~the~~ an advertising area ~~12~~ and, at the same time, it transmits category selection screen information for ~~allowing~~ the client terminal ~~4~~ to display a category selection screen for selecting categories of ~~the advertisement~~ advertisements. ~~Client~~ The client terminal ~~4~~ displays banner advertisements in the advertising area ~~12~~ and, at the same time, it displays the category selection screen. When categories are selected in the category selection screen, the client terminal ~~4~~ transmits the ~~selected~~ categories selected to an advertisement delivery server ~~1~~. ~~Advertisement~~ The advertisement delivery server ~~1~~ extracts banner advertisements that belong to the selected categories ~~recieved~~ received from the client terminal, and it transmits the banner advertisements to the client terminal ~~4~~. ~~Client~~ The client terminal ~~4~~ updates the banner advertisements in the advertising area.